

## ABSTRAK

Pengantar Karya Tugas akhir ini berjudul “Perancangan *Re-branding* Laweyan Creative Coffee Surakarta”. Adapun permasalahan yang dikaji adalah bagaimana merancang *re-branding* Laweyan Creative Coffee serta media yang diperlukan untuk mendukung kegiatan *re-branding* tersebut. Laweyan Creative Coffee terletak di daerah Badran, Laweyan, Surakarta. Karena lemahnya identitas visual Laweyan Creative Coffee serta persaingan pasar yang semakin kompetitif mengakibatkan menurunnya loyalitas konsumen. Oleh karena itu diperlukannya *re-branding* sebagai upaya memperkenalkan identitas visual yang baru dari Laweyan Creative Coffee sehingga dapat membedakannya dengan *competitor*.

Laweyan Creative Coffee adalah sebuah coffee shop yang terus berinovasi menciptakan minuman kopi dengan rasa-rasa baru tetapi tidak meninggalkan minuman-minuman kopi dengan metode pembuatan tradisional. Perancangan *re-branding* Laweyan Creative Coffee adalah dengan cara menguatkan *image* Laweyan Creative Coffee yang *classic-modern* dan inovatif.

Kata kunci : Perancangan *Re-branding* Laweyan Creative Coffee Surakarta

## ABSTRACT

The final project entitled “Perancangan *Re-branding* Laweyan Creative Coffee Surakarta”. The problem focuses on how to design the re-branding of Laweyan Creative Coffee and what is the media needed to support the re-branding activities. Laweyan Creative Coffee is located in Badran, Laweyan, Surakarta. Since the weak visual identity of Laweyan Creative Coffee and the increasingly competitive market competition, it has resulted in a decrease in consumer loyalty. Therefore, re-branding is needed as an effort to introduce a new visual identity from Laweyan Creative Coffee in order to it can distinguish from competitors.

Laweyan Creative Coffee is a coffee shop continues to innovate in creating coffee with new flavors but it does not leave coffee with traditional manufacturing methods. The re-branding design of Laweyan Creative Coffee is by strengthening the classic-modern and innovative Laweyan Creative Coffee image.

**Keywords:** Laweyan Creative Coffee Surakarta Re-Branding Design



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